

Effective October **2012**

Utah WIC Program



Authorized WIC Foods



Nutrition for Healthy Lives



UTAH | WOMEN, INFANTS & CHILDREN

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Before you shop:

- ✓ Locate WIC authorized stores near you. Your clinic has a list of these stores.
- ✓ Bring your WIC ID packet with you when you shop.
- ✓ Read your checks carefully. Use them between the "first date to use" and the "last date to use".

While shopping:

- ✓ Choose WIC approved foods as listed on your checks and in this booklet.
- ✓ It is your responsibility to know which foods you can buy with WIC checks.
- ✓ Keep your WIC items separate, by check, from your other purchases.
- ✓ If you cannot find an item, speak with customer service or a grocery clerk.

Cash-value vouchers:

- ✓ Do not go over the maximum value printed on your cash-value voucher for fruits and vegetables.
- ✓ If the total cost of your fruit and vegetable purchases is more than the maximum value on your voucher, you cannot pay the extra amount.
- ✓ Each cash value voucher must be treated as a separate transaction.



At the checkout:

- ✓ Show your WIC check(s) and WIC ID Packet to the cashier when you arrive at the check stand.
- ✓ Sign your check only after the cashier has written in the total purchase price.
- ✓ Your signature on the check must stay within the signature box and must match your signature on the WIC ID Packet.
- ✓ You should never pay or receive any cash while using a WIC check.
- ✓ You may not return your WIC foods to the store for cash, credit or other items.
- ✓ If you do not follow WIC policies, the store can politely refuse your transaction and refer you to the clinic.
- ✓ Please treat store staff with respect and courtesy. You can expect the same treatment.
- ✓ If you have any concerns about your shopping experience, please speak to a store manager or a staff member at your WIC clinic.

***Store Brands/Private Labels:** A store brand (*also called a private label*) MUST be purchased when indicated in the Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, (Malt-O-Meal cereals are authorized under this definition), other store brands/private labels may be available. If a store carries more than one store brand/private label, then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand name food item (such as Skippy, Kraft, Meadow Gold, etc.) can be purchased.

For cold cereal, full strength juice and frozen juice only, the WIC client MUST purchase an authorized store brand or private label (Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, Malt-O-Meal cereals are authorized under this definition) and cannot substitute a brand name (Kellogg's, General Mills, Post, Quaker Oats, Juicy Juice, Welch's, etc.). If the State WIC Office has determined that a retailer cannot obtain a store brand or private label cereal or juice, then a separate card will be given to the WIC participant indicating what can be purchased at those retailers.

Organic: Organic food items are not allowed except for fresh fruits and vegetables.

Special Food Letter: Foods not listed in this booklet may only be purchased if your WIC clinic gives you a "Special Food Letter." The letter must be printed on local or State health department letterhead stationary.

Infant Cereal

Buy: Dry, 8 oz box

Gerber, Beechnut

- Oatmeal
- Rice
- Mixed Grain/Multigrain
- Barley
- Whole Wheat



Do Not Buy: With added formula, fruit, yogurt, probiotics or DHA/ARA; Beechnut Good Morning, organic

Baby Food

Buy: Single or mixed fruit and/or single or mixed vegetables

4 oz jar, Stage 2 and 2 ½ Textures are allowed

- Gerber, Beechnut



2-packs count as 2 jars

4 oz 2-packs

- Wal-Mart Parent's Choice
- Target Up & Up

3.5 oz 2-packs

(if printed on voucher)

- Gerber

Do Not Buy: vegetables and fruits mixed together, medleys, dinners, delights, custards, cobblers, desserts, organic or added: DHA/ARA, cereal, pasta, rice, meat, sugar, salt

Baby Food Meat

Baby food meats are an extra benefit for fully-breastfed infants.

Buy: "Single meat" variety with added broth or gravy

- 2.5 oz jar
- Gerber, Beechnut



Do Not Buy: Meat sticks, dinners, organic or added: DHA/ARA, pasta, rice, vegetables, sugar, salt

Infant Formula

Buy: Size and description as printed on check

Milk

Buy: *Store brand/private label

- Pasteurized. Size, description, and fat content as printed on check.
- Lactose-free milk only if printed on check

Do Not Buy: Flavored, Skim Royale/Delight, unpasteurized, raw



Cheese

Buy: *Store brand/private label

- Block, domestic. *May combine different sizes to equal amount printed on check.*
- Cheddar (mild, medium, or sharp)
- Colby
- Colby Jack
- Longhorn
- Longhorn Colby
- Monterey Jack
- Mozzarella



Do Not Buy: Deli, sliced, shredded, string, reduced-fat, cheese food/spread/product

Eggs

Buy: *Store brand/private label

- Medium, white

Do Not Buy: Brown, cage-free, omega-3



Juice

Buy: *Store brand/private label

- Unsweetened, 100% juice; single flavor only
- Size as printed on check
- Regular flavor or low sodium for tomato/vegetable juice

Do Not Buy: Refrigerated juices (except orange juice), cocktails, blends, nectars, white grapefruit juice, 59 oz container

Calcium-fortified juice and cranberry juice require a Special Food Letter.

Children: 64 oz container

- 64 oz refrigerated container for orange juice is allowed

Great Value



Apple | Grape or White Grape | Tomato or Vegetable
Orange

Albertsons

Essential EVERYDAY

Apple | Grape or White Grape
Orange | Tomato or Vegetable
Pineapple

HY-TOP



Apple | Grape or White Grape | Tomato or Vegetable

Women: 12 oz Frozen Juice

Albertsons

Essential EVERYDAY

Albertsons/Essential Everyday:
Apple | Grape | Orange

Great Value



Great Value: Apple | Grape
Grapefruit | Orange

Kroger



Kroger: Grape | Grapefruit
Pineapple | Orange

Western Family



Western Family: Apple | Grape
Orange

HY-TOP



Hy-Top: Apple | Grapefruit | Orange

market pantry



Apple | Grape or White Grape | Tomato

Kroger



Apple | Grape or White Grape | Pineapple | Grapefruit

WESTERN FAMILY



Apple | Grape or White Grape | Pineapple | Grapefruit
Tomato or Vegetable | Orange

Fruits & Vegetables



Buy: Dollar amount as listed on cash value voucher

- Whole, pre-cut or packaged fresh fruits & vegetables
- Fresh salsa without added sugar or oil is allowed
- Organic allowed

Do not exceed the dollar amount on the voucher

Price per Pound	Total Price for Fruits & Vegetables				
\$2.99	\$2.99	\$4.49	\$5.98	\$7.48	\$8.97
\$2.49	\$2.49	\$3.74	\$4.98	\$6.23	\$7.47
\$1.99	\$1.99	\$2.99	\$3.98	\$4.98	\$5.97
\$1.89	\$1.89	\$2.84	\$3.78	\$4.73	\$5.67
\$1.79	\$1.79	\$2.69	\$3.58	\$4.48	\$5.37
\$1.69	\$1.69	\$2.54	\$3.38	\$4.23	\$5.07
\$1.59	\$1.59	\$2.39	\$3.18	\$3.98	\$4.77
\$1.49	\$1.49	\$2.24	\$2.98	\$3.73	\$4.47
\$1.39	\$1.39	\$2.09	\$2.78	\$3.48	\$4.17
\$1.29	\$1.29	\$1.94	\$2.58	\$3.23	\$3.87
\$1.19	\$1.19	\$1.79	\$2.38	\$2.98	\$3.57
\$1.09	\$1.09	\$1.64	\$2.18	\$2.73	\$3.27
\$0.99	\$0.99	\$1.49	\$1.98	\$2.48	\$2.97
\$0.89	\$0.89	\$1.34	\$1.78	\$2.23	\$2.67
\$0.79	\$0.79	\$1.19	\$1.58	\$1.98	\$2.37
\$0.69	\$0.69	\$1.04	\$1.38	\$1.73	\$2.07
\$0.59	\$0.59	\$0.89	\$1.18	\$1.48	\$1.77
\$0.49	\$0.49	\$0.74	\$0.98	\$1.23	\$1.47
1 lb 1½ lbs 2 lbs 2½ lbs 3 lbs Product Weight in Pounds					

Do Not Buy: Frozen, canned, dried, roasted, decorative, packages with dips or dressings, salad bars, party trays, herbs and spices (see below), salsa with sugar or oil, pasteurized salsa, white potatoes (i.e., white, russet, Yukon gold, new, red, blue, purple)

The following herbs and spices are not allowed:

Anise, dill, parsley, basil, fenugreek, rosemary, bay leaves, horseradish, sage, caraway, lemon grass, savory, chervil, marjoram, tarragon, chives, mint, thyme, cilantro, oregano, vanilla bean, aloe vera



Beans & Lentils

Buy: *Store brand/private label

- 1 lb (16 oz) dry package
- 15-16 oz can
- Black, Black-eye Peas, Butter Beans, Garbanzo (chickpeas), Great Northern, Kidney, Lentils, Lima, Navy, Pinto, Red, Split Peas, White

Do Not Buy: Flavored, bean soup mix, mayocoba, mixed beans, refried beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans



Peanut Butter

Buy: *Store brand/private label

- 18 oz creamy, crunchy, or extra crunchy

Do Not Buy: Reduced fat, added honey/jelly, peanut butter spread, natural



Canned Fish

Canned fish is an extra benefit for mothers who are fully breastfeeding.

Buy: 5 oz chunk light tuna or pink salmon, water or oil packed

- **Tuna:** *Store brand/private label
- **Salmon:** *Store brand/private label

Do Not Buy: Solid white or chunk white albacore tuna; red, blueback, Atlantic, or sockeye salmon; low sodium; gourmet; flavored/seasoned; pouches

Cereal

Buy: *Store brand/private label, (12 oz sizes or larger for cold cereal). Boxes or bags in combinations equal to or less than amount printed on check. **May buy infant or hot cereal as part of combination.**

Examples of combinations not to exceed 36 oz:



Do Not Buy: Cold cereal box sizes smaller than 12 oz, added fruit, or low sugar

These store brand/private label cereals meet the Federal WIC guidelines for iron and sugar content.

Great Value



Great Value: Crunchy Honey Oats
Frosted Shredded Wheat | Bran Flakes | Corn Flakes | Crisp Rice
Crunchy Nuggets | Toasted Corn
Toasted Rice | Toasted Wheat
Toasted Oat | Crunchy Oat Squares



HY-TO



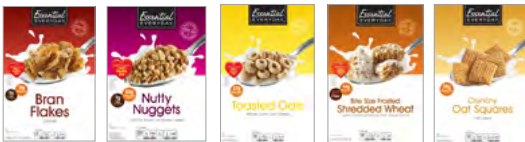
Hy-Top: Toasted Oats | Corn Flakes | Frosted Shredded Wheat (bite-size) | Crisp Rice

WESTERN FAMILY



Western Family: Corn Flakes | Frosted Shredded Wheat (bite-size) | Corn Squares | Rice Squares
Wheat Squares | Toasted Oats | Wheat Bran
Oats & More (Original or Almonds) | Good Choice (Original)

Essential Everyday



Essential Everyday: Bran Flakes | Nutty Nuggets | Toasted Oats | Frosted Shredded Wheat (bite-size) | Crunchy Oat Squares (Original Only) | Corn Flakes | Crispy Rice | Crunchy Corn Squares | Crunchy Rice Squares | Honey Oats & Flakes (Original or Almonds)



Kroger: Rice Bitz | Corn Bitz
Toasted Oats | Corn Flakes | Frosted
Shredded Wheat (bite-size; Original
Blueberry or Strawberry) | Nutty
Nuggets | Bran Flakes
Honey Crisp Medley (Original or
Almonds) | Living Well



Market Pantry: Frosted Shredded Wheat (bite-size;
Original or Strawberry) | Toasted Oats
Honey & Oat Mixers (Original or Almonds)



Malt-O-Meal: (Bags or Boxes)
Oat Blenders with Honey (Original or Almonds)
Frosted Mini Spooners (Original, Blueberry Cream or
Strawberry Cream) | Crispy Rice

Hot Cereal (Regular flavor only)



Western Family: Creamy
Wheat Farina | Instant
Oatmeal (packets only)



Kroger:
Instant Oatmeal
(packets only)



Hy-Top: Instant Oatmeal
(packets only)



Market Pantry:
Instant Oatmeal
(packets only)



Great Value: Instant
Oatmeal (packets only)



Essential Everyday:
Instant Oatmeal
(packets only)



Cream of Wheat: Whole Grain Cream of Wheat |
Cream of Wheat Instant | Cream of Wheat 1 Minute
Cream of Wheat 2 1/2 Minute | Cream of Rice



Malt-O-Meal:
Original Hot Wheat Cereal
Creamy Hot Wheat Cereal



Quaker:
Instant Oatmeal
(packets only)

Whole Grain Options

Whole Wheat Bread

Buy: 100% Whole Wheat Bread, 16 oz



Wonder: Soft 100% Whole Wheat



Sara Lee: Classic 100% Whole Wheat, Soft & Smooth 100% Whole Wheat



Home Pride: 100% Wheat Bread

- Authorized 100% whole wheat from WIC approved vendors with in-store bakeries

Do Not Buy: Buns, rolls, bagels, white bread

Tortillas

Buy: Whole Wheat or Corn Tortillas, 14-16 oz



Ortega: Whole Wheat



La Burrita: Yellow Corn



La Banderita: Whole Wheat or Corn



Don Pancho: Whole Wheat or White Corn



Mission: Whole Wheat or Yellow Corn



Carlita: Whole Wheat or Corn



Guerrero: Whole Wheat or White Corn



Do Not Buy: White flour tortillas, hard shells, wraps, uncooked

Brown Rice

Buy: *Store brand/private label

- 14-16 oz package
- Regular, quick-cooking, instant

Do Not Buy: Boil-in-bag, ready-to-serve, added flavors/seasonings





WIC Supports Breastfeeding

The American Academy of Pediatrics states **breastfeeding** is the recommended method of feeding.

It is the normal way of providing nutrients needed for healthy growth and development and provides superior protection against infection/disease.

Infant formula increases the risk of infection and childhood obesity.

For help with breastfeeding call your WIC clinic.

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